



CALGARY

EXHIBITION & STAMPEDE
LIMITED

81st ANNUAL REPORT / SEPTEMBER 30, 1966

Calgary Exhibition and Stampede Limited

81st Annual Report

1966

Patrons :

His Excellency, General the Right Honourable Georges P. Vanier,
D.S.O., M.C., C.D., Governor General of Canada
The Honourable J. W. Grant MacEwan, Lieut.-Governor of Alberta
The Honourable E. C. Manning, Premier of Alberta
Hon. Fred C. Colborne, M.L.A. Albert Ludwig, M.L.A.
Hon. A. J. Dixon, M.L.A. Rev. Bob Simpson, M.L.A.
Wm. D. Dickie, M.L.A. Col. D. S. Harkness, G.M. (M.P.)
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Chas. E. Johnston, M.L.A. Senator James Gladstone
Lorne Lee Leavitt, M.L.A. Eldon Woolliams, M.P.
Ray. H. Ballard, M.P. Senator Earl Hastings

Honorary Presidents :

The Honourable J. J. Greene, Minister of Agriculture, Ottawa
The Honourable Harry E. Strom, Minister of Agriculture, Edmonton
His Worship Mayor J. C. Leslie, Mayor of Calgary

Life Directors :

C. M. Baker, J. B. Cross, George Edworthy, F. C. Manning, M. A. Dutton,
H. G. Love, D. C. Matthews

Honorary Life Directors :

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I. V. Parslow, H. P. Wright

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Ian S. Brown
Geo. L. Crawford, Q.C.
Ed. O'Connor
Neil S. Harvie
John Wilson, Jr.

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Charles Kennedy
E. Peter Loughheed
J. Angus McKinnon
J. A. Grogan
The Hon. Mr. Justice M. M. Porter
Senator Harry Hays

Directors Representing the City of Calgary :

Ald. Jack Davis
Ald. A. R. Smith

Ald. Roy Farran
Ald. E. H. Starr

Officers :

President, A. T. Baker
First Vice-President, Charles Kennedy
Second Vice-President, Ed. O'Connor
General Manager, I. W. Parsons
Assistant General Manager, T. B. Hall
Secretary, W. A. Baker
Treasurer, W. D. Tidball, C.A.

Life Associate Directors :

Gordon McGachie
Dudley Batchelor

Administration :

Dick Cosgrave	Stampede Arena Director	Jim Hayes	Electronic Supervisor
Charles Duncan	Grounds Supt.	Wm. Marshall	Building and Maint. Supt.
John Foster	Buildings Engineer	Max McAra	Supt., Space and Concessions
Norma Froelick	Accountant	D. T. McKillop	Mgr., The Corral
Duncan K. Grant	Mgr., Big Four	J. Lloyd Turner	Sports Consultant
Ken Greenway	Livestock Supt.	Donald C. Welden	Publicity Dir.

Associate Directors :

V. W. Abercrombie	Clarence Copithorne	W. A. Greenway
Stewart Adams	Peter Cormack	H. T. R. Gregg
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A. D. Berry	Hugh Dempsey	Chief C. Harrison
A. G. Bailey	R. M. Deyell	Brig. F. M. W. Harvey VC
R. H. Beavers	J. M. Dillon	F. Heagle
Charles Beil	J. B. Dinning	Phil Heather
N. F. Bell	Norman W. Douglas	Tom Hebson
W. S. Benson	W. B. Drever	R. J. Hegan
M. R. Boake	Norm Dutton	Harold Henker
Archie Boyce	J. D. Edworthy	W. S. Herron
Pat Bowsher	Wm. G. N. Egbert	R. E. Hingston
Roland Bradley	W. H. H. Elliott	Harry Hobbs
Dave Bradshaw	Dwight Ellis	Glenn Holmes
Eben Bremner	E. K. Elton	E. A. Hookway
Thos. L. Brook	S. N. Empson	Nelson Hoy
E. J. Brookes	Frank Finn	Wm. Hudson
A. M. Brown (Paddy)	Ian S. Forbes	R. Hutton
T. P. Brown	K. S. Ford	George Ho Lem
Geo. W. Bull	W. P. Fleming	R. H. Jenkins
Orville Burke	C. W. Fowler	Doug. Johnson
T. Butterfield	Gordon Fox	James Johnson
Jack Byers	Owen Funnell	J. B. Jones
A. M. Cairns	R. D. Freeze	Wilson Keith
Holland Cameron	James Garner	Howard J. Kelly QC
E. J. Cammaert	Wm. Gillott	James Kerr
Dave Campbell	Dr. I. Gogan	I. F. Kirkby
Boothe S. Card Jr.	George H. Gooderham	W. F. Knode
Gordon Carter	Lou Goodwin	John Kushner
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E. A. Chiswell	Mrs. Ralph Graham	Ernest Lamm
R. G. Christie	Roy Graves	George Lancaster
Curtis Clark	M. G. Graves	Bruce Langridge

Marion A. Law
 K. M. Leach
 John Leask
 Herman Linder
 Eric Longeway
 George Longeway
 Jas. A. Love
 Benton Mackid
 T. Macmillan
 Dale Main
 A. H. Manning
 K. M. Manning
 E. S. Marshall
 Fred Maxie
 J. C. Mayne
 Frank Mirtle
 Norman Moore
 Tom Moore
 W. C. Morley
 K. J. Morrison
 Alex Munro
 J. Angus McLennan
 W. C. McCallum
 Frank McCool
 D. F. McIntosh

Chief K. R. McIver
 Chas. C. McKinnon
 George L. McMahon
 Stuart McRae
 George McVety
 C. O. Nickle
 Ed. Noad
 D. F. Penn
 J. O. Pitts
 Wm. Pratt
 Stan Price
 J. M. Pryor
 R. N. Ralph
 Owen Richards
 Stewart Riddle
 Neale T. Roche
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 R. L. Sanburn
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 H. J. Scholefield
 G. C. Shapter
 Fred Shaw

Percy Smith
 Warren Smith
 Ted Soskin
 Chief Insp. C. Stagg
 John Stevenson
 Donald C. Stewart
 Lawrence Stone
 J. G. Stothart
 J. Ivor Strong
 Frank Swanson
 Geo. A. Sweany
 E. L. Taylor
 Mark Tennant
 Ward B. Tennis
 Col. V. R. Schjelderup
 Harold Trentham
 Geo. T. Valentine
 Supt. J. L. Vachon
 H. S. Walker
 E. Bruce Watson
 Niels Weismose
 John Wilson Sr.
 J. Harvey Wilson
 Robert Wray
 Fred Yeabsley

Associates :

Art Adams
 Dr. L. C. Allan
 H. G. Arscott
 Dr. E. E. Ballantyne
 Ray Bartlett
 F. Beattie
 J. T. Black
 W. J. Boake
 Geo. S. Board
 H. Boothman
 R. L. Borden
 Grant M. Carlyle
 A. J. E. Child
 Eion Chisholm
 Eric Connelly
 George Cristall
 W. S. Cummings
 W. A. Curnew
 Jerry D'Arcy
 A. D. Davis
 R. V. Deyell
 R. Dutka
 C. E. Edelstein
 T. A. Ellis
 Ken Germond
 Mrs. Dora Graham

Scotty Grant
 Jim Gray
 Gerard Guichon
 H. R. Hammond
 W. Hawkins
 John Hay
 C. D. Howarth
 Peter Jamieson
 Reg Jennings
 J. D. Kester
 J. D. Latour
 Chas. H. Leech
 R. O. Leitch
 Dr. A. E. Lewis
 Wm. N. Love
 Norman S. Mackie
 Lyle R. Manery
 Al Martin
 John E. Maybin
 Chas. Moore
 Don MacDonald
 A. C. MacWilliams QC
 A. C. McArthur
 Frank McMahon
 C. G. McNaughton
 Floyd C. Nattrass

Fred Newcombe
 A. H. Nicholson
 Ronald Owen
 H. Paillefer
 Wm. Paterson
 Jack Peacock
 Fane Polley
 Frank Potts
 R. V. Read
 Phil Rock
 Bruce Roy
 D. Sargeant
 Hugh Scott
 M. A. Shortt
 Capt. A. R. Smith (R.C.N.) (R.)
 B. I. M. Strong
 Frank Taylor
 Geo. H. Thompson
 J. VanTighem
 Bill Warrack
 Robert Warren
 J. M. Watson
 L. J. Watson
 Edward C. J. Wilson
 W. G. Winslow
 Sherman Yelland

Calgary Exhibition and Stampede Limited

Committees For 1966

NOTE: The President, A. T. Baker, and the General Manager, I. W. Parsons, are ex-officio members of all committees.

EXECUTIVE COMMITTEE—A. T. Baker (Chairman), J. B. Cross, Ald. Jack Davis, George Edworthy, Charles Kennedy, Donald Matthews, Ed O'Connor, The Hon. Mr. Justice M. M. Porter, Ald. E. H. Starr.

ATTRACTIONS & GRANDSTAND COMMITTEE—E. Peter Lougheed (Chairman), Holland Cameron, Wm. G. N. Egbert, Wm. McKay, F. A. McKinnon, Ken Moore, A. T. Baker, I. W. Parsons (co-Chairman).

CENTENNIAL (1967) PLANNING COMMITTEE—Senator Harry Hays (Chairman), Holland Cameron, Ald. Jack Davis, Roy Graves, Jack Grogan, Charles Kennedy, Ed Madill, Fred McKinnon, Ed O'Connor, Ron Southern, A. T. Baker.

DOWNTOWN ATTRACTIONS COMMITTEE—Ed O'Connor (Chairman), G. H. Beavers, R. Bradley, Eben Bremner, Orville Burke, S. Boothe Card Jr., Larry Carey, Merv. Cozart, J. M. Dillon, E. K. Elton, Frank Finn, R. D. Freeze, Ted Halford, Fritz Hanson, R. H. C. Harrison, Q.C., Harold Henker, George Hill, Dale Main, Don McLaws, Percy Smith, Dr. A. D. Sparrow, George Sweany, A. T. Baker.

EXHIBITS COMMITTEE—George Hill (Chairman), W. H. H. Elliott, Ken Ford, Owen Funnell, J. A. Grogan, Ernest Lamm, Neale T. Roche, E. L. Taylor, Niels Weismose, A. T. Baker.

FINANCE COMMITTEE—The Hon. Mr. Justice M. M. Porter (Chairman), with the President, Two Vice-Presidents, Treasurer as ex-officio members.

FRIDAY MORNING COMMITTEE—Senator Harry Hays (Chairman), R. T. Alderman, N. F. Bell, Archie Boyce, Maurice L. Brown, A. J. Dixon, M.L.A., Norman W. Douglas, Ward Tennis, Wilson Keith, Charles Kennedy, A. T. Baker.

GROUND & DEVELOPMENTS COMMITTEE—J. B. Cross (Chairman), George Edworthy, Charles Kennedy, H. G. Love, The Hon. Mr. Justice M. M. Porter, A. T. Baker.

HORSE SALE COMMITTEE—Ian S. Brown (Chairman), A. G. Bailey, Joe Bews, C. Copithorne, Dick Cosgrave, Frank Finn, H. T. R. Gregg, Wm. Pratt, A. T. Baker.

HORSE SHOW COMMITTEE—Ian S. Brown (Chairman), Wm. Pratt (Vice-Chairman), A. G. Bailey, John Ballem, Q.C., Dick Cosgrave, Frank Finn, Mrs. Ralph Graham, Brig. F. M. W. Harvey, V.C., Bob Heberton, R. Hutten, Glen Judd, Stuart McRae, George McVety, Danny Spittal, A. T. Baker.

INDIAN COMMITTEE—R. Bradley (Chairman), Benton Mackid (Vice-Chairman), J. B. Cross, James Kerr, I. F. Kirkby, A. T. Baker.

INSURANCE & MEDICAL COMMITTEE—F. C. Manning (Chairman), Dr. L. G. Alexander, James Kerr, A. T. Baker.

JUNIOR ACTIVITIES COMMITTEE—Charles Kennedy (Chairman), Gordon Fox (Vice-Chairman), T. F. Allison, Norman Bell, R. E. Hingston, Al Beattie, James Johnson, John Leask, Mrs. Irene Leavitt, C. L. Usher, A. T. Baker.

LIFE DIRECTORS COMMITTEE—J. B. Cross (Chairman), C. M. Baker, M. A. Dutton, George Edworthy, H. G. Love, F. C. Manning, D. C. Matthews.

LIVESTOCK COMMITTEE—Donald C. Matthews (Chairman), M. R. Boake, Curtis Clark, J. B. Cross, William Hudson, Charles Kennedy, John Leask, J. A. McKinnon, John Wilson Jr., A. T. Baker.

BEEF CATTLE SECTION—M. R. Boake (Chairman), D. Bradshaw, Ian S. Brown, G. W. Bull, E. J. Cammaert, Orrin Hart, H. G. Hymas, E. Noad, Warren Smith, Lawrence Stone, A. T. Baker.

- DAIRY CATTLE SECTION**—Curtis Clark (Chairman), A. W. Anderson, Nelson Hoy, Eric Longeway, George Longeway, Norman Moore, Owen Richards, Fred Yeabsley, A. T. Baker.
- HORSE SECTION**—J. A. McKinnon (Chairman), Dwight Ellis, Thomas Macmillan, I. V. Parslow, Bruce Roy, Hardy E. Salter, Donald E. Stewart, J. G. Stothart, A. T. Baker.
- SHEEP SECTION**—John Wilson Jr. (Chairman), W. S. Benson, John Campbell, C. W. Fowler, Tom Hebson, Harold Trentham, A. T. Baker.
- SWINE SECTION**—William Hudson (Chairman), W. A. Greenway, John Leask, Stan Price, R. N. Ralph, H. J. Scholefield, A. T. Baker.
- MIDWAY & CONCESSIONS COMMITTEE**—M. A. Dutton, W. B. Drever, W. F. Knode, F. W. Mirtle, Tom Moore, A. T. Baker.
- PARADE COMMITTEE**—J. A. Grogan (Chairman), S. Adams, Dr. L. G. Alexander, N. S. Barker, A. P. Bowsher, R. Bradley, Eben Bremner, Tom Brook, Ian S. Brown, S. Boothe Card, Gordon Carter, Pete Cormack, Dick Cosgrave, Tom Dawson, Jack Dillon, Dwight Ellis, Ted Evans, Frank Finn, Ian S. Forbes, R. D. Freeze, Roy Graves, Ted Halford, M. L. Hanson, Phil Heather, Harold Henker, Wm. Herron, George Hill, Glen Holmes, Charles Kennedy, Benton Mackid, Ed Madill, K. McIver, Charles McKinnon, George McMahon, Stuart McRae, Harold Millican, John Mooney, Ed. O'Connor, Harry Sales, W. E. Slater, Ald. A. R. Smith, Percy Smith, Chief Insp. Chris Stagg, Ald. E. H. Starr, Col. V. R. Schjelderup, A. T. Baker.
- POT O' GOLD COMMITTEE**—M. A. Dutton (Chairman), E. J. Brookes, J. Angus McLennan, A. T. Baker.
- PUBLICITY COMMITTEE**—A. T. Baker (Chairman), The Hon. Mr. Justice M. M. Porter.
- RACE ADVISORY COMMITTEE**—Geo. L. Crawford, Q.C. (Chairman), G. Max Bell, R. G. Christie, K. M. Leach, I. V. Parslow, Stewart Riddle, Col. J. Fred Scott, A. T. Baker.
- RACE PROMOTION COMMITTEE**—Geo. L. Crawford, Q.C. (Chairman), V. W. Abercrombie, G. Max Bell, R. M. Deyell, Owen Funnell, H. T. R. Gregg, Frank Heagle, Wm. Pratt, Col. J. F. Scott, A. T. Baker.
- RECEPTION COMMITTEE**—D. C. Matthews (Chairman), V. W. Abercrombie, G. Max Bell, Gordon Carter, Hon. F. C. Colborne, M. Courtright, J. B. Cross, John Cross, Basil Dean, R. M. Deyell, M. A. Dutton, George Edworthy, Gordon Fox, Owen Funnell, Lord Roderic Gordon, J. A. Grogan, J. L. Hagan, R. J. Hegan, Geo. Ho Lem, R. H. Jenkins, Mike Lambert, James Love, F. C. Manning, Edmund S. Marshall, J. C. Mayne, W. C. Morley, C. O. Nickle, Howard Paillefer, J. O. Pitts, The Hon. Mr. Justice M. M. Porter, Frank Swanson, Geo. Valentine, H. S. Walker, Wm. Watts, A. T. Baker.
- RECEPTION SUB-COMMITTEE**—Harry Hobbs, Ken Manning, Norm Dutton.
- SATURDAY MORNING COMMITTEE**—Neil S. Harvie (Chairman), Alex G. Bailey, Dick Cosgrave, J. B. Cross, Geo. Edworthy, One member of the Attractions Committee, A. T. Baker.
- SPECIAL PARADES COMMITTEE**—J. A. Grogan (Chairman), Geo. L. Crawford, J. F. D'Arcy, Wm. P. Fleming, Ed. O'Connor, A. T. Baker.
- SEED FAIR & SHORT COURSE COMMITTEE**—A. T. Baker, Geo. Edworthy, D. C. Matthews.
- STAMPEDE COMMITTEE**—Geo. Edworthy (Chairman), Donald Cross (Vice-Chairman), Dick Cosgrave, M. Cozart, J. B. Cross, Dr. Geo. Edworthy, Jack Edworthy, R. Hutton, Neil S. Harvie, Stuart McRae, A. T. Baker.
- TRAFFIC COMMITTEE**—J. B. Dinning (Chairman), D. Campbell, Fred E. Clarke, Insp. Geo. Kemp, A. H. Manning, Geo. Shields, Chief Insp. Chris Stagg, A. T. Baker.
- SITES PLANNING COMMITTEE**—Ed. O'Connor (Chairman), J. B. Cross, George Hill, James Kerr, A. T. Baker.
- PETROLEUM SHOW COMMITTEE**—J. A. Grogan (Chairman).

ANNUAL REPORT

of the

Calgary Exhibition and Stampede Limited

For the year ending September 30th, 1966

TO THE SHAREHOLDERS:

The official audited attendance at the 1966 Calgary Exhibition and Stampede totalled 654,120, as compared to 559,764 in 1965. Every daily record was broken and the weekly attendance surpassed by 62,405 the old record attained in 1959, when Her Majesty The Queen visited the Stampede. Weather for the entire week was ideal, with only a small amount of rain falling in the early morning or late evening.

The Petroleum industry has assumed an important place in the economy of the Province. In recognition of this fact and because the industry was simultaneously holding its outstanding Canadian Petroleum Exposition on our grounds, the theme chosen for the 1966 Show was "Salute to the Petroleum Industry". The entire Corral area plus 153,000 square feet immediately east of the Corral was utilized. The industry assembled some \$20,000,000 worth of equipment, the largest such display ever exhibited in Canada. The Exposition was a tremendous success with over 200,000 fair patrons visiting this area. Our warmest thanks are extended to Mr. Jerry D'Arcy, Mr. Jim Gray, and Mr. Ken Germond for the countless hours they devoted to this project.

Another major attraction was the world famous Royal Canadian Mounted Police Musical Ride. The Ride performed each afternoon and at the Friday Morning Children's Program, and the Saturday Morning Roundup. The musical accompaniment was provided by the Lord Strathcona Horse (R. C.) Regimental Band. The reports were taken by The Honourable J. W. Grant MacEwan, Lieut.-Governor of Alberta, The Honourable E. C. Manning, Premier of Alberta, His Worship Mayor Jack Leslie, Mayor of Calgary, Commissioner G. B. McClellan, R.C.M.P., Assistant Commissioner R. W. Wonnacott, R.C.M.P., Supt. J. L. Vachon, R.C.M.P., A. T. Baker, President Calgary Exhibition and Stampede, and C. Kennedy, Vice-President Calgary Exhibition and Stampede. We were very fortunate in having Senator Robert F. Kennedy to open the show this year, and Commissioner G. B. McClellan to present the trophies and awards on Saturday night.

The Monday morning parade kicked off the week's festivities under ideal weather conditions, and was by far the best parade ever witnessed by what has been estimated at over 200,000 spectators. Mr. Red Adair, the world-famous oil well firefighter not only acted as our Parade Grand Marshal, but also spent the best part of the week visiting Service Clubs and Children's Hospitals throughout the City.

The honoured guest this year was Mr. James Drury, better known as "The Virginian" on Television. He was kept busy visiting Service Clubs, Hospitals, Children's Hospitals and Homes, making his final appearance on Saturday midnight drawing the winning ticket for the Pot O' Gold award.

The Thursday night pageant in front of the Grandstand, following this year's theme, portrayed the evolution of the Petroleum Industry from the early 1800's to the present day.

Mr. Randolph Avery of Barnes Carruthers Theatrical Enterprises Inc. of Chicago directed our Grandstand stage show, which was produced by your Company. Mr. Pat O'Brien, and Mr. Tommy Common headlined the show with Mr. Common being backed up by a local group of musicians supplied by Roy Warhurst. The Calgary Kidettes and Erickson Singers again added their excellent talents to the show for which we are most appreciative.

Our Free Stage Show, which normally took place outside the main entrance to the Corral, was moved into the Corral this year to provide entertainment in the Petroleum Exhibit area. The entertainment, provided by Sammy Kaye and

his Orchestra, was very well received, along with a high act, situated just outside the Corral.

Over 42,000 children took in the Friday Morning Children's Program and over 16,000 patrons witnessed the Saturday Morning Roundup. The R.C.M.P. Musical Ride performed at both these programs, which undoubtedly contributed to the substantial increase on Saturday.

The Midway was supplied by Royal American Shows, and gross revenues were up during the week. We were all deeply saddened by the loss of Carl J. Sedlmayr Sr. whose untimely death occurred late last fall in Tampa, Florida.

The Indian encampment again attracted many patrons. Our thanks go out to all those tepee holders who provided the entertainment in the Village, and who added so much color to the grounds and Downtown Street attractions.

Color Television displays in the Big Four attracted thousands of patrons to the exhibit areas, as this was one of the initial introductions of color TV to Calgary. The introduction of a Food Fair on the lower floor also proved very successful and was well patronized by the visitors to the grounds.

Stampede events and the world-famous Chuckwagon Races again drew high praise from patrons. There was no increase in purses in 1966; however, with the advent of a nine-day Stampede, a considerable increase in prize monies will have to be offered in 1967.

Thoroughbred racing, favoured with ideal weather during the first part of the Spring Meeting, Stampede and Fall Meets again produced a record pari-mutuel play. However, three days of racing were cancelled during the Spring Meet due to heavy rains which made for an unsafe track. These days were made up during the Stampede and Fall Meets. Purses were increased this year with no race being run for a purse of less than \$1200.00. The patrons wagered \$8,578,365.00 during the 42 days of racing.

Harness Racing returned to the grounds with a contract being signed with Western Harness Raceways on a yearly basis. The trotters raced for eleven days and the daily wagering showed a slight increase over 1965.

Attendance on the grounds during the year reached a total of 1,816,248.

	1964-65	1965-66
Stampede Corral	409,556	500,479
Agriculture Building	233,632	221,664
Big Four	240,468	214,302
Fort Calgary	20,200	20,830
Race Meetings	132,823	154,853
Exhibition and Stampede	559,764	654,120
Sundry	50,000	50,000
	<u>1,646,442</u>	<u>1,816,248</u>

The Pot O' Gold project, very capably operated by the Junior Chamber of Commerce, again broke all records as did the Kinsmen Car Award Concession.

To accommodate the Canadian Petroleum Exposition exhibits east of the Corral it was deemed necessary to demolish Barns one to six along 17th Avenue. As a result, stabling facilities were reduced to an absolute minimum, and the Heavy Horse Show was presented on the three days prior to the Stampede in conjunction with the 4H Show and Sale.

Parking facilities were curtailed due to the C.P.E. exhibit. Negotiations were made with the Calgary Transit System to supply rapid transit from the Chinook Shopping Centre, Simpson-Sears Shopping Centre and the Jubilee Auditorium to the grounds. This experiment was highly successful and it is hoped that it can be expanded next year. Approximately 61,000 persons availed themselves of this service during the Stampede. Patrons were then taken to the Grandstand by our new Roundup Wagons, which proved very popular. These wagons were also used to transport racing patrons to the Grandstand from the main gate during the Race Meets.

Your Junior Activities Committee continued to provide facilities and the opportunity for the Youth of Southern Alberta to participate in many programs on our grounds. It was our pleasure to co-operate with the Department of Agriculture in presenting the 4H Southern Alberta Public Speaking Finals, the Annual 4H Livestock Show and Sale, and the Farm Youth Camp.

To improve the garbage disposal during Stampede week two litter-pillars were built and operated on a continuous basis from early morning to late at night. These litter-pillars were attractively decorated and their presence on the grounds created a favourable impression on our concessionaires and the public.

The Calgary Horse Show was very successful this past year and attendance at the Show was most gratifying considering the fact that two evenings were competing with television of the National Hockey League play-off games. Your 1966 Stampede Queen, Miss Betty Wright, and her two charming Ladies-In-Waiting, Miss Lorraine McLean and Miss Ann Neilson, were crowned on the final night of the show, after competing with thirteen other girls. Television Station CFCN-TV continued to televise the show for distribution to stations of the CTV network and we are most appreciative of their efforts in this regard.

The annual Horse Sale grossed \$134,000 up some \$23,000 over 1965. The gross revenue was approximately \$3,500.00, which again was an increase over the previous year.

The Stampede Corral was used for many varied events such as Hockey, Horse Shows, Ice Shows, Bingo, Concerts, Evangelical, Variety Shows, Circus, etc. The Calgary Spurs Hockey Club provided the hockey fans with an excellent season of hockey, and we were fortunate in getting some of the Allan Cup Play-off games, which drew capacity houses.

Your Sites Planning Committee, in co-operation with City Officials, continued its study on the future development and expansion of the Company during the year. The resignation of Dudley Batchelor, a director and chairman of the Sites Planning Committee, was accepted with regret.

The following staff appointments were made:

Company Secretary,	Wilfred A. Baker
Company Treasurer,	Wm. D. Tidball, C.A.
Manager, Big Four,	Duncan K. Grant.

Art Kleinschroth joined the staff as a full-time electrician, and Miss Joan Plastow, Mrs. Norma Wood and Mrs. Fran Thompson joined the secretarial staff. Mrs. Inez MacMillan was added to the Accounting Department and Mrs. Dorothy Windecker to the Livestock Department. Mrs. Norma Froelick was named Company Accountant.

With deep regret we report the passing of three of our most valued members, F. M. (Tiny) Holden, a long-time Associate Director on the Race Committee, Mr. Lou Fogg, Associate Director on the Reception Committee, and Mr. J. E. A. MacLeod, a shareholder since 1932. Our sincere sympathy is extended to their families.

It is our pleasure to again acknowledge the efforts of all those persons and organizations whose co-operation is so essential to the overall success of our Company. Special thanks are extended to the Press, Radio, and Television medias, officials of the City of Calgary, the Provincial and Dominion Governments, our Directors, Associate Directors and Associates, donors of prizes and trophies, members of the Southern Alberta Pioneers and Old Timers Associations, Red Cross, and St. John Ambulance Brigade. Finally to our Staff whose untiring efforts and loyal assistance and support have made the Calgary Exhibition and Stampede truly the "Greatest Outdoor Show On Earth".

Respectfully submitted,

A. T. Baker,
President.

Irven W. Parsons,
General Manager.

FINANCE CHAIRMAN'S REPORT — 1966

TO THE SHAREHOLDERS:-

Gentlemen :

Profit after depreciation was up from last year to \$75,897.

Depreciation in the sum of \$512,529 was provided from earnings and now totals \$1,006,934, a sum about equal to our cash and securities on hand.

In keeping with the decision of the Board last year to fund the Kinsmen Car Award, \$71,000 was provided from this year's earnings and added to the item of investments for junior activities which now total \$184,631 at cost. The sum transferred this year is shown in the accounts as an unallocated general expense. It should not, however, be considered in comparing that expense with last year. Eliminating that item, unallocated general expense, including depreciation, stands at \$902,638, up only \$24,000 over last year.

Management should be commended for handling the greatly increased throughput of this year's show with so small an increase in these expenses.

Respectfully submitted,

M. M. PORTER,

Director in Charge of Finance.

November 5th, 1966.

Calgary Exhibition and Stampede Limited

(Incorporated under the laws of Alberta)

BALANCE SHEET

September 30, 1966

(with comparative figures for 1965)

ASSETS		1966	1965
CURRENT :			
Cash	\$	151,838	\$ 195,040
Short term deposits		721,794	400,000
Accounts receivable less allowance for doubtful accounts of \$1,568 (1965—\$1,124)		111,654	75,552
Inventory, valued at the lower cost or market		11,578	12,488
Prepaid expenses		25,411	5,377
Deposits		925	3,635
Total current assets		1,023,200	692,092
INVESTMENTS AT COST (held for junior activities):			
Short term deposits		78,206	—
Government of Canada bonds (market value \$82,611) (1965—\$86,821)		106,425	106,425
		184,631	106,425
FIXED (See note):			
Buildings		7,769,578	7,778,033
Equipment		259,673	150,471
Leasehold improvements		592,280	562,994
Work in progress		19,718	—
		8,641,249	8,491,498
Less accumulated depreciation		1,006,934	499,328
		7,634,315	7,992,170
On behalf of the Board :			
A. T. BAKER, Director.			
M. M. PORTER, Director.			
		\$8,842,146	\$8,790,687

Calgary Exhibition and Stampede Limited

(Incorporated under the laws of Alberta)

BALANCE SHEET

September 30, 1966

(with comparative figures for 1965)

	1966	1965
LIABILITIES		
CURRENT :		
Accounts payable	\$ 64,204	\$ 34,806
Advance reservations	10,663	8,817
Long term liabilities maturing within one year	100,000	110,000
Total current liabilities	174,867	153,623
LONG TERM :		
City of Calgary	—	20,000
5¼ % capital bank loan	200,000	300,000
	200,000	320,000
Less amounts maturing within one year shown as a current liability	100,000	110,000
	100,000	210,000
RESERVES :		
Junior activities (see contra)	184,631	121,813
Canadian Centennial parade (1967)	16,500	15,000
	201,131	136,813
CAPITAL :		
Authorized — 5,000 shares of a par value of \$1.00		
Issued — 3,950 shares	3,950	3,950
Less due from subscribers	3,160	3,160
	790	790
Increase in value of fixed assets arising from appraisal (see note)	8,241,892	8,241,892
Earned surplus	123,466	47,569
	8,366,148	8,290,251
	<u>\$8,842,146</u>	<u>\$8,790,687</u>

See accompanying note to financial statements.

This is the balance sheet referred to in our report to the
Shareholders dated October 28, 1966.

CLARKSON, GORDON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

STATEMENT OF PROFIT AND LOSS AND EARNED SURPLUS

For the year ended September 30, 1966

(with comparative figures for 1965)

Departmental operations (after deducting operating expenses):	1966	1965
Exhibition week	\$ 673,603	\$530,835
Racing	99,565	99,354
Stampede Corral	37,506	22,520
Big Four Building	57,363	99,107
Agriculture Building	(2,539)	8,767
Fort Calgary	4,172	5,019
Horse Sale	3,640	1,889
Other income:		
Grants and donations	109,560	106,505
Rentals	31,631	28,908
Interest on investments	22,521	11,210
Sundry	13,100	12,155
	<u>1,050,122</u>	<u>926,269</u>
Unallocated general expenses:		
Administration	91,913	88,000
Audit and legal	4,521	3,148
Grounds and maintenance	88,616	77,977
Livestock supervision	16,194	12,637
Advertising and publicity	89,246	75,080
Seed fair	1,861	1,658
Grants, donations and memberships	3,044	1,976
Insurance	17,025	16,465
Interest and exchange	354	154
Purchasing and stores	8,053	6,592
Workmen's compensation and unemployment insurance	3,401	3,736
Pension plans	23,087	15,100
Group life and medical insurance	4,654	4,799
General medical	1,860	1,134
Sundry	8,218	8,727
Provision for doubtful accounts	1,544	511
History and archives	—	3,333
Sales department	—	3,246
Sports consultant	2,725	2,895
Canadian Centennial parade (1967)	3,000	3,000
Sites planning and grounds development	20,793	49,204
Car award and interest income transferred to junior activities reserve	71,587	—
Depreciation (see note)	512,529	499,328
	<u>974,225</u>	<u>878,700</u>
Net profit for the year	75,897	47,569
Earned surplus beginning of year	47,569	—
Earned surplus end of year	<u>\$ 123,466</u>	<u>\$ 47,569</u>

See accompanying note to financial statements.

AUDITORS' REPORT

To the Shareholders of

Calgary Exhibition and Stampede Limited.

We have examined the balance sheet of Calgary Exhibition and Stampede Limited as at September 30, 1966 and the statement of profit and loss and earned surplus for the year ended on that date and have obtained all the information and explanations we have required. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion and according to the best of our information and explanations given to us, and as shown by the books of the company, the accompanying balance sheet and statement of profit and loss and earned surplus are properly drawn up so as to exhibit a true and correct view of the state of the affairs of Calgary Exhibition and Stampede Limited at September 30, 1966 and the results of its operations for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Calgary, Alberta
October 28, 1966

CLARKSON, GORDON & CO.
Chartered Accountants.

Calgary Exhibition and Stampede Limited Note To Financial Statements

September 30, 1966

Fixed assets were valued at depreciated replacement cost in accordance with appraisals made in 1965 and subsequent additions are valued at cost. The buildings were appraised by independent appraisers in their report dated February 3rd, 1965. The difference between the appraised value and the book value at the appraisal date is shown in the balance sheet as "Increase in value of fixed assets arising from appraisal \$8,241,892".

Title to the fixed assets is vested in the City of Calgary and their use by the company is in accordance with a long term lease.

Depreciation is calculated at rates designed to amortize the capitalized values over the estimated useful life of the assets and prior to termination of the lease.

Shareholders

Calgary Exhibition and Stampede Limited

1966

Name	No. of Shares	Name	No. of Shares	Name	No. of Shares
Abercrombie, V. W.	25	Fraser, Ronald G.	25	Marshall, Edmund S.	25
Adams, Stewart A.	25	French, Basil V.	25	Marshall, James C.	25
Alderman, R. T.	25	Funnell, Owen	25	Matthews, Donald C.	25
Allen, G. H., Q.C.	25	Gibson, Dr. J. A.	25	Maxie, Fred	25
Allison, T. F.	25	Graves, W. R.	25	McAra, J. Malcolm	25
Anderson, Dr. J. G.	25	Gregg, H. T. R.	25	McDaniel, R. R.	25
Bailey, A. G.	25	Grogan, Jack	25	McDonald, Hector	25
Baker, A. T.	25	Guichon, Urban	25	McGachie, Gordon	25
Baker, C. M.	25	Hall, Thomas B.	25	McIntosh, Donald F.	25
Batchelor, Dudley E.	25	Hanson, M. L.	25	McKinnon, J. Angus	25
Beavers, R. H.	25	Hargrave, H. T.	25	McLennan, J. Angus	25
Bell, G. Max	25	Harkness, Col. D. S.	25	McMahon, Geo. L.	25
Bell, N. F.	25	Hart, Orrin S.	25	McVety, Geo. L.	25
Black, D. E.	25	Harvie, E. L., Q.C.	25	Might, O. H. E.	25
Boake, M. R.	25	Harvie, Neil S.	25	Milvain, Chas. N.	25
Boulton, Lester C.	25	Hay, John	25	Mirtle, F. W. B.	25
Boyse, A.	25	Hays, Harry, The Hon.	25	Morley, W. C.	25
Bradley, R. S.	25	Hays, Dr. T. E.	25	Moore, Clarence M.	25
Brown, Ian S.	25	Hebston, T. W.	25	Moyer, J. W.	25
Brown, Maurice L.	25	Henker, H.	25	Noad, Edward F.	25
Brown, T. P.	25	Herron, W. S.	25	Nowers, E. B.	25
Bull, Geo. W.	25	Hill, Geo. E.	25	O'Connor, Ed.	25
Burns, Richard J.	25	Ho Lem, Geo	25	Parkinson, S. J.	25
Burton, Pat	25	Howard, H. E.	25	Parslow, I. V.	25
Byers, Jack	25	Howard, H. J.	25	Parsons, I. W.	25
Cameron, Holland	25	Hudson, Tom	25	Phillips, H. L.	25
Cammaert, Emile	25	Hudson, William	25	Porter, The Hon. Mr.	
Carlyle, Grant	25	Hunter, H. M.	25	Justice M. M.	25
Cartwright, S. J.	25	Hymas, Howard G.	25	Pratt, W.	25
Chambers, E. J., Q.C.	25	Jenkins, Ronald H.	25	Price, R. G.	25
Christie, R. G.	25	Jennings, R. F.	25	Ralph, R. N.	25
Cohen, Harry	25	Johnston, Geo. Herbert	25	Riddle, Stewart	25
Copithorne, C.	25	Jones, J. B.	25	Robertson, A. M.	25
Cozart, M.	25	Kelly, J. Howard	25	Rock, Phillip	25
Crawford, Geo. L., Q.C.	25	Kennedy, Charles	25	Salter, Hardy E.	25
Cross, Donald J. A.	25	Kerr, James	25	Scholefield, H. J.	25
Cross, J. B.	25	Knode, W. F.	25	Scrymgeour, J. A.	25
Cross, John	25	La Borde, E. H.	25	Selby, Dr. R. C.	25
Cunnington, Col. D.G.L.	25	Lancaster, Geo. C.	25	Smith, Percy	25
D'Arcy, Jerry	25	Laycock, T. D.	25	Sparrow, Dr. A. D.	25
Davis, Arthur D.	25	Laycock, T. Hayes	25	Starr, E. H.	25
Dean, Basil	25	Leach, K. M.	25	Stollery, C. A.	25
Denoon, W. S.	25	Lepper, F. H.	25	Stone, L. H.	25
Dillon, J. M.	25	Linder, Herman	25	Streeter, Allie	25
Dinning, J. B.	25	Longeway, Eric A.	25	Swanson, Frank	25
Dinning, R. J.	25	Lougheed, E. Peter	25	Tanner, E. H.	25
Douglas, Norman W.	25	Love, H. Gordon	25	Taylor, Ernest L.	25
Dutton, M. A.	25	Love, James A.	25	Thompson, G. H.	25
Edgar, W. J.	25	MacDonald, Donald J.	25	Watson, E. Bruce	25
Edworthy, Geo.	25	Mackid, Benton	25	Weismose, Niels	25
Edworthy, J. D.	25	MacLeod, J. E. A.,		Wilson, John Sr.	25
Egbert, W. G. N.	25	Estate of	25	Wilson, John Jr.	25
Ellis, Dwight	25	Manning, A. H.	25	Wright, Dr. H. P.	25
Farthing, H. C., The H.	25	Manning, K. M.	25	Willumsen, Lars	25
Fox, Gordon	25	Manning, F. C.	25		

Thirty Years of Progress

	1937	1938	1939	1940	1941	1942	1943	1944
Monday	36,260	38,541	39,419	42,755	50,574	50,962	51,233	52,040
Tuesday	33,231	30,289	33,829	30,997	35,741	34,168	30,041	35,300
Wednesday..	34,574	32,162	35,195	37,092	38,259	39,757	37,550	42,245
Thursday ..	31,407	30,587	34,587	34,581	35,524	35,210	36,074	35,892
Friday	48,483	50,768	54,069	55,555	59,203	59,049	62,466	68,336
Saturday	36,599	41,083	42,936	43,869	48,119	15,135	48,488	51,645
	220,554	223,430	240,035	244,849	267,420	234,281	265,852	285,458

	1945	1946	1947	1948	1949	1950	1951	1952
Monday	59,481	64,692	63,911	64,854	70,951	73,979	59,461	78,175
Tuesday	38,271	47,545	43,672	49,612	66,943	45,004	63,874	55,555
Wednesday..	43,189	59,389	53,958	63,575	72,307	73,501	70,601	66,766
Thursday ..	39,730	43,936	42,047	51,502	48,301	45,967	53,890	55,861
Friday	65,559	70,175	71,954	78,426	78,612	72,793	79,820	89,040
Saturday	47,871	54,011	58,922	69,014	70,840	61,891	80,621	87,743
	294,101	339,748	334,464	376,983	407,954	373,135	408,267	433,140

	1953	1954	1955	1956	1957	1958	1959	1960
Monday	80,520	76,267	87,842	97,663	98,836	104,418	110,220	97,665
Tuesday	65,491	69,481	80,640	84,458	79,050	85,492	91,026	81,431
Wednesday..	72,911	75,930	82,265	87,156	88,683	94,147	99,837	85,592
Thursday ..	57,661	66,542	66,467	74,468	70,610	74,074	77,022	65,783
Friday	94,017	100,755	102,706	81,292	93,637	94,953	110,976	102,365
Saturday	81,237	93,306	100,874	97,234	107,559	96,252	102,634	95,097
	451,837	482,281	520,794	521,271	538,375	549,336	591,715	527,933

	1961	1962	1963	1964	1965	1966
Monday	88,175	94,362	101,248	100,129	98,707	112,446
Tuesday	64,396	79,453	87,035	85,785	86,566	91,728
Wednesday..	94,450	99,675	75,920	94,019	87,170	105,644
Thursday ..	71,315	83,510	80,440	78,037	70,104	91,295
Friday	100,488	104,204	112,957	106,149	100,500	119,139
Saturday	96,033	124,463	114,646	109,441	116,717	133,868
	514,857	585,667	572,246	573,560	559,764	654,120

Note : Each day's attendance was a record in 1966 (for six-day show).

IN APPRECIATION

STAMPEDE EVENTS

Alberta Distillers Limited, Calgary; C. M. Baker, Calgary; Biltmore Hats Limited, Guelph; Henry Birks & Sons Limited, Calgary; Calgary Brewing & Malting Company; The Calgary Herald; Calgary Power Limited; Canadian Greyhound Lines of Canada Ltd.; Canada Safeway Limited, Calgary; Canadian Western Natural Gas Company Limited, Calgary; Art Davis, Calgary; T. Eaton Company Canada Limited, Calgary; General Supplies Limited, Calgary; Great West Garment Co. Ltd., Edmonton; R. H. C. Harrison, Q.C., Calgary; R. F. Hutton Family, Calgary; Imperial Oil Limited of Canada; Maloney Electric Co. of Canada Limited; Hotel Palliser, Calgary; Radio Station CFCN, Calgary; Morris Shortt, Calgary; Sick's Lethbridge Brewery Ltd.; Standard Gravel & Surfacing Company Ltd., Calgary; Standard Holdings Limited, Calgary; John B. Stetson Co. of Brockville, Ontario and Philadelphia, Pa., U.S.A.; Union Milk Company Limited, Calgary; United Grain Growers Limited, Calgary; Woodward's Stores (Calgary) Ltd.

STAMPEDE PARADE

T. Eaton Company Canada Limited; Alberta Wheat Pool, Calgary;
Pacific Petroleum.

FRIDAY MORNING SCHOOL CHILDREN'S PROGRAMME

Alberta Pacific Grain Company Limited, Calgary; J. H. Ashdown Hardware Co. Ltd., Calgary; Burns & Company Limited, Calgary; The Calgary Herald; Hudson's Bay Company, Calgary; Union Milk Company Limited, Calgary.

OTHER DEPARTMENTS

Barber Machinery Ltd.; Calgary Drafting and Blueprint Co. Ltd., Calgary; Fyfe Smith Hardwood Division, Calgary; Manning-Egleston Lumber Co. Ltd., Calgary; Universal Hobby Supplies Ltd., Calgary.

LIVE STOCK

Clydesdale Horse Association of Canada per T. P. Devlin, Secretary; Canadian Percheron Association per Bruce A. Roy, Secretary; Alberta Percheron Club, H. E. Salter, Secretary; Canadian Belgian Horse Association, R. Trepanier, Secretary; Alberta Clydesdale Horse Association, J. G. Stothart, Secretary; Mrs. Will Moodie, Haslam, MacDonald and Hunter Distributing Co. Ltd.; Mrs. J. Charles Yule, Bill Durno trophy, Charlie Cox, Colpitts Ranches, Dr. L. S. McKidd & T. Hayes Laycock; Alberta Holstein Association per Jack Bailey, Secretary; Alberta Ayrshire Association per Rawleigh Smith, Secretary; Alberta Jersey Club per Mrs. Bill Schumaker, Secretary; Manning-Egleston Lumber Co., Ltd.; Henry Birks and Sons; Alberta Guernsey Breeders Association, Brookhill Farm, Wivelsfied Farm.



